

WHAT IS CLAIMED IS:

1. A system for delivering media content comprising:
 - (a) a plurality of local producers located in a specific type of geographic terrain, wherein the plurality of local producers produces content related to the specific type of geographic terrain; and
 - (b) a channel producer that receives the content from the plurality of local producers, aggregates the content into a program line-up, and transmits the program line-up within and outside of the specific type of geographic terrain.
2. The system of claim 1, further comprising a media provider in communication with the channel producer, wherein the channel producer transmits the program line-up within and outside of the specific type of geographic terrain by transmitting the program line-up to the media provider.
3. The system of claim 2, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, and a television network having a group of local television station affiliates.
4. The system of claim 2, wherein the media provider distributes the program line-up to a national audience.
5. The system of claim 1, wherein the channel producer is one of an over-the-air broadcast network, a cable network, and a television network.
6. The system of claim 1, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

7. The system of claim 1, wherein the channel producer produces additional programs related to the specific type of geographic terrain and includes the additional programs in the program line-up.
8. The system of claim 1, wherein the content is audio content and the channel producer is one of a radio station and a network of radio stations.
9. The system of claim 1, wherein the content is audio content and video content, and the channel producer is one of an over-the-air broadcast television network, a satellite network, and a cable network.
10. The system of claim 1, wherein the content is audio content, video content, and data content, and the channel producer is a global computer network content provider.
11. A method for delivering media content comprising the steps of:
 - (a) selecting a specific type of geographic terrain that has a distinguishable physical feature;
 - (b) creating content related to the specific type of geographic terrain;
 - (c) aggregating the content into a program line-up; and
 - (d) transmitting the program line-up to an audience within and outside of the specific type of geographic terrain.
12. The method of claim 11, wherein the content is at least one of audio content, video content, and data.
13. The method of claim 11, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
14. The method of claim 11, wherein the step of transmitting the program line-up comprises broadcasting audio content using one of a radio station and a network of radio stations.

15. The method of claim 11, wherein the step of transmitting the program line-up comprises broadcasting audio content and video content using one of an over-the-air broadcast television, a satellite network, and a cable network.
16. The method of claim 11, wherein the step of transmitting the program line-up comprises delivering audio content and video content from a cable network to one of a cable television operator, a satellite television operator, and a multiple system operator,

wherein the one of a cable television operator, a satellite television operator, and a multiple system operator broadcasts the audio content and the video content.
17. The method of claim 11, wherein the step of transmitting the program line-up comprises transmitting audio content, video content, and data using a global computer network content provider.
18. The system of claim 11, wherein the program line-up only contains content relating to the specific type of geographic terrain.
19. A system for delivering media content comprising:
 - (a) local producers located in a specific type of geographic terrain, wherein the local producers produce content related to the specific type of geographic terrain; and
 - (b) a channel producer that receives the content from the local producers, aggregates the content into a program line-up, and transmits the program line-up within and outside of the specific type of geographic terrain, wherein the program line-up includes only content related to the specific type of geographic terrain.
20. The system of claim 19, wherein the channel producer transmits the program line-up within and outside of the specific type of geographic terrain by delivering the program line-up to

a media provider, wherein the media provider bundles the program line-up with other program line-ups into a package of channels, and sells the package to subscribers.

21. The system of claim 19, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

22. A system for delivering media content comprising:

(a) a plurality of local producers, wherein each local producer of the plurality of local producers is located in coastal terrain and creates content related to the coastal terrain;

(b) a channel producer in communication with the plurality of local producers, wherein the plurality of local producers transmits the content to the channel producer and the channel producer aggregates the content into a program line-up; and

(c) a media provider in communication with the channel producer, wherein the channel producer transmits the program line-up to the media provider and the media provider transmits the program line-up within and outside of the coastal terrain.

23. The system of claim 22, wherein the channel producer is one of an over-the-air broadcast network, a cable network, and a television network.

24. The system of claim 22, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, and a television network having a group of local television station affiliates.

25. The system of claim 22, wherein the coastal terrain comprises at least one of seashores, shorelines, waterways, lakes, rivers, and bays.

26. The system of claim 22, wherein the content related to the coastal terrain comprises at least one of a marine news program, a coastal history program, a coastal real estate program, and a coastal seafood program.

27. A system for delivering media content over a global computer network comprising:
 - (a) a plurality of local producers, wherein each local producer of the plurality of local producers is located in a specific type of geographic terrain and creates content related to the specific type of geographic terrain; and
 - (b) a global computer network content provider that receives the content from the plurality of local producers, aggregates the content into a program line-up, and transmits the program line-up within and outside of the specific type of geographic terrain.
28. The system of claim 27, wherein global computer network content provider is a web site.
29. The system of claim 27, wherein the web site distributes the program line-up via the global computer network directly to subscribers.
30. A method for advertising comprising the steps of:
 - (a) producing programs relating to a specific type of geographic terrain;
 - (b) aggregating the programs into a program line-up;
 - (c) televising the program line-up as a channel; and
 - (d) advertising products and services related to the specific type of geographic terrain on the channel.
31. The method of claim 30, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
32. The method of claim 30, wherein the products and services include one of a marine equipment company, a boat company, a commercial fishing company, a sport fishing service, a water sports equipment company, a water resort, a coastal retirement community, and a coastal real estate company.

33. The method of claim 30, wherein the channel is one of an over-the-air network channel, a cable network channel, and a satellite network channel.
34. The method of claim 30, wherein the step of advertising comprises integrating an advertisement for the products and services into one of the programs.
35. The method of claim 34, wherein the advertisement is one of an infomercial and a product placement.
36. A method for generating revenue for a channel producer and local media producers comprising the steps of:
 - (a) creating programs, at the local media producers, that relate to a specific type of geographic terrain;
 - (b) producing a channel, at the channel producer, that televises the programs;
 - (c) providing the channel producer with the programs of the local media producers at no cost to the channel producer;
 - (d) providing the local media providers with portions of advertising time on the channel at no cost to the local media providers;
 - (e) selling, at the local media providers, the portions of advertising time; and
 - (f) selling, at the channel producer, other portions of advertising time on the channel to advertisers selling products related to the specific type of geographic terrain.
37. The method of claim 36, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
38. The method of claim 36, wherein the step of creating programs comprises a local media provider creating a block of programming related to a specific type of geographic terrain, and

wherein the block of programming relates to the community in which the local media provider is located.

39. The method of claim 38, wherein the portions of advertising are one of commercial spots, infomercials, and product placements within the block of programming.

40. The method of claim 38, wherein the method further comprises the step of receiving at the channel producer a payment for televising the block of programming, wherein the payment is from the local media producer.

41. A method for generating revenue for a channel producer and a local media producer comprising the steps of:

- (a) creating a block of programming, at a local media producer, that relates to a specific type of geographic terrain;
- (b) producing a channel, at the channel producer, that televises only programs related to the specific type of geographic terrain;
- (c) televising the block of programming on the channel;
- (d) selling advertising that is televised with the block of programming;
- (e) receiving revenue for the advertising; and
- (f) sharing the revenue between the channel producer and the local media provider.

42. The method of claim 41, wherein the advertising is one of a commercial spot, an infomercial, and a product placement.

43. The method of claim 41, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

44. A method for delivering media content to viewers and for interacting with the viewers, wherein the method comprises the steps of:

(a) selecting a specific type of geographic terrain that has a distinguishable physical feature;

(b) creating content related to the specific type of geographic terrain;

(c) aggregating the content into a program line-up;

(d) transmitting the program line-up to the viewers within and outside of the specific type of geographic terrain; and

(e) receiving communications from the viewers that initiate activities related to the specific type of geographic terrain.

45. The method of claim 44, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

46. The method of claim 44, wherein the step of receiving comprises receiving communications from the viewers through one of a telephone network and a global computer network.

47. The method of claim 44, wherein the step of receiving comprises operating a web site of a global computer network and receiving the communications from the viewers via the web site.

48. The method of claim 44, wherein the activities include one of ordering advertised products; ordering products related to a program being broadcast; requesting and receiving information about a program being broadcast; providing comments, questions, or suggestions regarding a program being broadcast; requesting more programming relating to a program or to a location in the specific type of geographic terrain; providing feedback regarding a program being broadcast; accessing streaming video; and ordering products related to the specific type of geographic terrain.